This book is for club management professionals only!

Why is Starbucks so successful in selling you a $4.00 cup of coffee when MacDonald’s charges $2.00?

Why does a stay at a Ritz Carlton hotel seem much different than at a stay at the Holiday Inn?

Most people today would answer that it’s all about ‘customer service’ when, in fact, they would be wrong! Both MacDonald’s and Holiday Inn offer incredible customer service. What Starbuck’s and Ritz Carlton understand is that it is about the customer EXPERIENCE!

Much attention is given to the member experience in this profession, but do we really understand what needs to be done to take our club to the next level? “What Comes After the But…” is a comprehensive book with assessments, surveys and examples personalized to the club management profession.

In reading this book, you will be able to:

* Analyze and tweak our member touch points
* Create a “touch point map” specific to your club
* Assess whether or not your strategy will be successful
* Be more innovative in managing your people and your members
* Take an innovation survey
* Establish your club’s “Declaration of Experience”
* Distinguish between employee engagement and employee satisfaction

And much, much more

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Jeff Tobe M.Ed, CSP has been working with club professionals for 15+ years. His first book, “Coloring Outside the Lines” has long been an industry favorite and his sessions at CMAA nationally and for individual clubs have made him a leading expert in creative thinking as it applies to the member experience. For more information on booking Jeff, visit [www.JeffTobe.com](http://www.JeffTobe.com) or call him directly at 412-759-5319